

IN THE CLAIMS:

Please amend claims 2, 6, and 33 to clarify the claimed invention, as indicated in the following listing of claims, which replaces all prior versions and listings of claims in the application:

1. (Canceled).
2. (Currently Amended) A method for using an electronic network system to advertise a Web site by facilitating ~~[[facilitate]]~~ a transaction between a seller and a buyer, said method comprising the steps of:
 - inputting a sale offer parameter for randomly generating at least one sale offer to purchase a product or service at an offer price substantially equal to a delivery price associated with the transaction, the delivery price being less than a current value of the offered product or service in a competitive marketplace;
 - randomly displaying, through the electronic network system, the at least one sale offer at the offer price to a selected buyer visiting the Web site at an unexpected period of time; and
 - withdrawing the display of the randomly generated sale offer at the offer price in response to an absence of an indication of acceptance of the randomly generated sale offer at the offer price by the buyer visiting the Web site within a predetermined period of time after the step of displaying the randomly generated sale offer at the offer price.

Claims 3-5 (Canceled).

6. (Currently Amended) A method of advertising an Internet Web site by making a sale offer from a seller to at least one buyer visiting ~~[[a-Internet]]~~ the ~~[[w]]~~ Web site, comprising the steps of:

displaying, on the web site, a sale offer to purchase a product or service at an offer price substantially equal to zero to the at least one selected buyer visiting the Web site at a random point in time unknown to the buyer; and

withdrawing the displayed sale offer at the offer price from the ~~[[Internet]]~~ Web site when the at least one buyer visiting the Web site does not indicate acceptance of the sale offer at the offer price within a predetermined period of time.

Claims 7-16 (Canceled).

17. (Previously Presented) A method as set forth in claim 2, wherein the at least one sale offer is randomly displayed to the selected buyer only on condition that said buyer is connected to a portion of the electronic network system which is linked to the seller.

Claims 18-19 (Canceled).

20. (Previously Presented) A method as set forth in claim 17, further including the step of providing a software module operating in conjunction with a browser.
21. (Previously Presented) A method as set forth in claim 20, wherein the step of providing a software module comprises operating a plug-in module.
22. (Previously Presented) A method as set forth in claim 21, wherein said plug-in module monitors particular Web sites visited by a buyer.
23. (Previously Presented) A method as set forth in claim 22, wherein said plug-in module communicates information about a visited Web site to an offeror.
24. (Previously Presented) A method as set forth in claim 23, wherein the offer to purchase is communicated to a buyer via said software module.
25. (Previously Presented) A method as set forth in claim 24, wherein said offer is displayed on the browser only if a buyer is browsing a Web site associated with the source of the offer.
26. (Previously Presented) A method as set forth in claim 2, wherein the step of randomly displaying includes the step of providing a random frequency device for displaying the at least one sale offer in an unpredictable manner.

27. (Previously Presented) A method as set forth in claim 2, wherein the step of randomly displaying includes displaying the at least one sale offer to the selected buyer over a predetermined period of time determined by the seller and unknown to the selected buyer.
28. (Previously Presented) A method as set forth in claim 2, wherein the step of randomly displaying includes displaying the at least one sale offer to a single potential buyer selected from a plurality of different potential buyers.
29. (Previously Presented) A method as set forth in claim 6, wherein the step of displaying includes the step of providing a random frequency device for displaying the at least one sale offer in an unpredictable manner.
30. (Previously Presented) A method as set forth in claim 29, wherein the step of displaying includes displaying the at least one sale offer to the selected buyer over a predetermined period of time determined by the seller and unknown to the selected buyer.
31. (Previously Presented) A method as set forth in claim 6, wherein the step of displaying includes displaying the at least one sale offer to a single potential buyer selected from a plurality of different potential buyers.

32. (Previously Presented) A method as set forth claim 2, further comprising the steps of:

receiving, through the electronic network system, a first indication of acceptance from the buyer in response to the random display of the at least one sale offer;

displaying at least one term associated with the at least one randomly generated sale offer in response to the first indication of acceptance;

receiving a second indication of acceptance from the buyer in response to the display of the at least one term associated with the at least one randomly generated sale offer;

displaying an acceptance form to the buyer in response to the second indication of acceptance from the buyer;

receiving a third indication of acceptance from the buyer in response to the display of the acceptance form for forming a purchase agreement concerning the offered product or service;

displaying at least one payment method option in response to the third indication of acceptance;

receiving at least one payment method selection from the buyer in response to the display of the at least one payment method option;

transferring a sum corresponding to the selected payment method from the buyer to the seller; and

requesting delivery of the offered product or service to the buyer.

33. (Currently Amended) A method for using an electronic network system to advertise a Web site by facilitating ~~[[facilitate]]~~ a transaction between a seller and a buyer, said method comprising the steps of:

inputting a sale offer parameter for randomly generating at least one sale offer to purchase a product or service;

randomly displaying, through the electronic network system, the at least one sale offer to a selected buyer visiting the Web site at an unexpected period of time;

withdrawing the display of the randomly generated sale offer in response to an absence of an indication of acceptance of the randomly generated sale offer by the buyer visiting the Web site within a predetermined period of time after the step of displaying the randomly generated sale offer;

receiving, through the electronic network system, a first indication of acceptance from the buyer visiting the Web site in response to the random display of the at least one sale offer;

displaying at least one term associated with the at least one randomly generated sale offer in response to the first indication of acceptance;

receiving a second indication of acceptance from the buyer visiting the Web site in response to the display of the at least one term associated with the at least one randomly generated sale offer;

displaying an acceptance form to the buyer visiting the Web site in response to the second indication of acceptance from the buyer;

receiving a third indication of acceptance from the buyer visiting the Web site in response to the display of the acceptance form for forming a purchase agreement concerning the offered product or service;

displaying at least one payment method option in response to the third indication of acceptance;

receiving at least one payment method selection from the buyer visiting he Web site in response to the display of the at least one payment method option;

transferring a sum corresponding to the selected payment method from the buyer to the seller;

requesting delivery of the offered product or service to the buyer visiting the Web site; and

wherein the at least one term associated with the randomly generated sale offer comprises an offer price substantially equal to a delivery price associated with sending the offered product or service to the buyer visiting the Web site, the delivery price being substantially less than a current market value of the offered product or service in a competitive market.

Claims 34-46 (Canceled).

47. (Previously Presented) The method of claim 6, wherein the step of displaying includes displaying a delivery price associated with sending the offered product or service to the buyer, the delivery price being substantially less than a current value of the offered product or service in a competitive market.

48. (Previously Presented) The method of claim 47, further comprising the step of withdrawing the displayed sale offer when the at least one buyer does not indicate acceptance of the displayed delivery price associated with sending the offered product or service to the buyer.